

Licorera La Bruja SA in Alcoholic Drinks (Costa Rica)

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Abstracts

Licorera La Bruja is one of the few chained drink specialists in Costa Rica; it operates three liquor stores, located in the most exclusive residential areas in the west of the capital San José (Escazú, Santa Ana and Sabana). The company aims to expand into other parts of the greater metropolitan area around the capital, most likely in the eastern zone, which also has a high concentration of the higher-income population.

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